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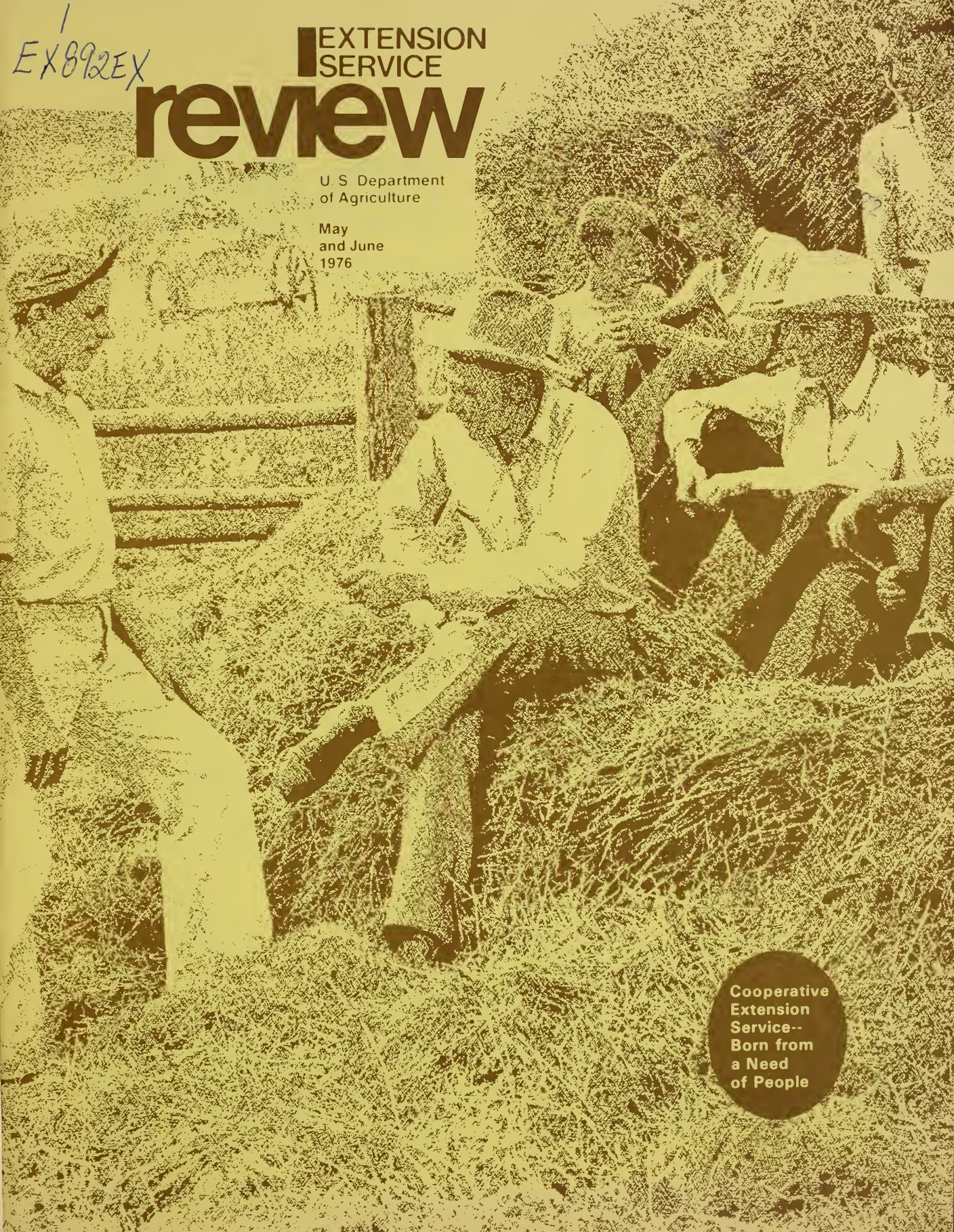
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EXTENSION
SERVICE

review

U. S. Department
of Agriculture

May
and June
1976



Cooperative
Extension
Service--
Born from
a Need
of People

The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies—to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

EARL L. BUTZ

Secretary of Agriculture

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At a 1939 county elimination to select a champion judging team, fellow 4-H'ers listened closely as Richard Mather recited his reasons for placings to County Agent H. R. Stucky. (Montana)

The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 60 cents per copy by subscription at \$3.60 a year, domestic, and \$4.50 foreign.

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EXTENSION SERVICE review

Official bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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A photojournalism look at Extension

Many years are covered and many people were involved in this issue of the *Review*. Although the Cooperative Extension Service is only 62 years old, it seems appropriate during our Nation's Bicentennial to look back into history for the roots of Extension's unique heritage.

The ES-USDA information staff, who spent many hours searching old files and rewriting copy, takes pride in believing this is one of the most complete photojournalism histories of our agency.

Special thanks go to Mary Cowell of the USDA Photography Division and Frances Dickson, who recently retired from our information staff, for their help in unearthing many priceless photographs. Also to Helen Brock of the ES-USDA staff and Wayne Rasmussen and Jane Porter, historians from the Economic Research Service, for assisting with the text. Many of the photographs were taken by now retired USDA photographers, Edwin C. Hunton and George Ackerman.

If we've left out the favorite Extension historical date or event from your state because of space limitations send it in—we'll save it for Extension's Centennial issue in 2014! — *Ovid Bay*.

Cooperative Extension Service — Born from A Need of People

*"What a man hears, he may doubt;
what he sees, he may possibly doubt;
but what he does, he cannot doubt."*

This quotation from Seaman A. Knapp helps explain the idea behind the birth of the Cooperative Extension Service, which emerged from farm demonstrations. . . "learning by doing" girls' and boys' canning and corn clubs. . . the gatherings of overworked and weary homemakers to learn practical lessons in family living. These were the real reasons the Extension Service first drew a meaningful breath.

These are the reasons the Extension Service breathes with vitality today. The basic Extension idea was born from the needs of people—men and women across the Nation, attending "farmers' institutes" to hear

"professors" from the "ag colleges." They learned about the newest grain varieties, how clover increases yields in crop rotation, why protein in the ration is important to fatten livestock, how to can and preserve food, and how to stop the boll weevil.

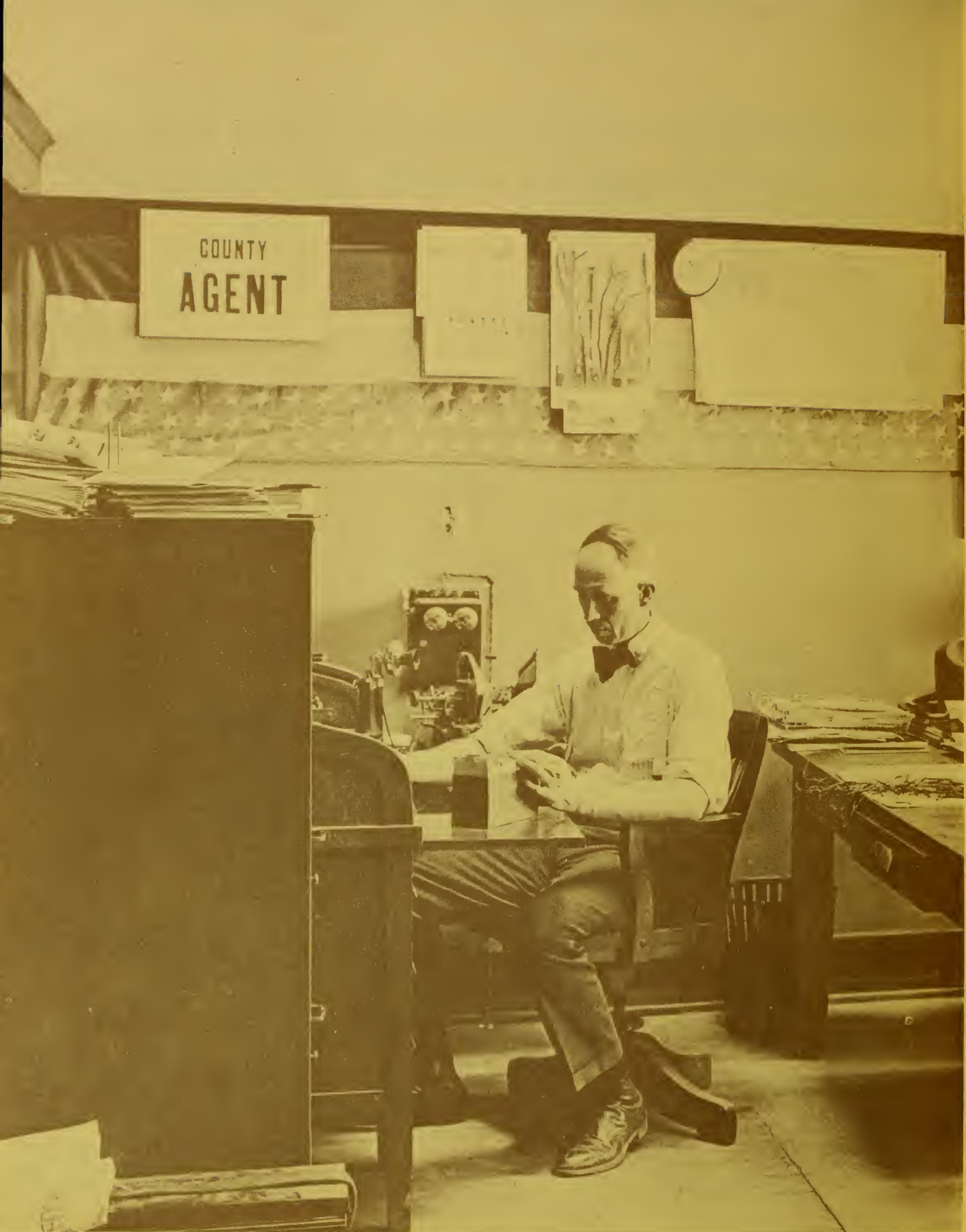
Extension Service is one of the best examples in government where the motivating action for legislation rose from the grassroots in the country to the Congress. Apparently it took longer that way! Let's see how it came about. . .

Gestation

The growth of Extension was interwoven with actions at both the



Homemakers of the 1920's arrived in their best bonnets with equipment for an Extension clothing demonstration.





This Montana county agent's office typified the Extension base of operations in 1919.

national and state levels for several decades before the formal format of disseminating educational information was established by the U.S. Congress in 1914:

—In 1856, just after his election to Congress, Justin S. Morrill, Vermont, introduced a resolution to the agricultural committee suggesting that agricultural schools be established similar to those at West Point and the Naval Academy. The resolution was killed, but he reintroduced the idea in 1857 as the first land-grant bill. President Buchanan vetoed it in 1859.

—Exhibits and manuals found in a library in Cattaraugus County, N.Y., establish 1856 as the first date of a corn-growing contest (not a club) for boys. Horace Greeley, founder of the *New York Tribune*, sponsored the contest.

—As early as 1859, Massachusetts records an “institute” for farmers sponsored by the state board of agriculture. Open meetings of “agricultural societies” became popular in the New England states with the agricultural colleges picking up the “institute idea” as a means of publicizing their programs, recruiting students, and building political support. Other early institutes were Connecticut, 1863; Kansas, 1868; Illinois, 1869; Iowa, 1870; and Nebraska, 1873. By 1900, more than 2,000 such institutes were held yearly as the movement gained national recognition. Agricultural college staffs appeared on these programs to discuss new practices. Thus was initiated the three-fold plan: teaching students, conducting

agricultural research, and applying the results through Extension.

—The Land-Grant Bill finally signed by President Lincoln on May 15, 1862, during the hectic days of the Civil War, endowed the state land-grant colleges with 11 million acres of public land.

—In 1875, both Connecticut and California established an agricultural experiment station. Stimulated by the demand from the land-grant colleges for development of research, Congress passed the Hatch Act in 1887, appropriating to every state \$15,000 for experiment stations.

—From 1904 to 1911, railroad “demonstration trains” carried speakers discussing selection of seed corn and other subjects to several stops each day. One leader was Prof. P. G. Holden, Iowa State College. In 1911, 62 trains carried 72 lecturers more than 35,000 miles and reached almost a million people. (And they did all this without an EMIS-SEMS system!)

Birth

The boll weevil—not Smith-Lever—was midwife to the Extension Service.

In 1892, the cotton boll weevil sneaked across the Rio Grande River from Mexico and started chompin’ on that bigger (naturally) Texas cotton. By 1903, the insect had Texas cotton producers in an economic bind and ready to give up on their most profitable crop. About this time along came an uncommonly successful agricultural teacher with the unlikely name of Seaman A.



During World War II, Extension promoted victory gardens on the home front.



Proud smiles of these 4-H boys reflect their hopes for a prize at a 1933 county fair.



In 1916, this county agent's tour made a popular outing for Indiana farm families.



Electronic communication—radio and telephone—speeded information from the county Extension office to the public in the 1930's.

Knapp, who obviously preferred the soil to the sea.

Knapp, a USDA employee since 1898, had been developing rice production in southern Louisiana for 13 years, using one farm in each township as the "demonstration farm." Knapp was not napping. He didn't want the boll weevil in Louisiana. At a mass meeting in Terrell, Tex., Feb. 26, 1903, he proposed a "demonstration farm" to show area farmers how following the directions of USDA could help combat boll weevil damage to their cotton yields. A committee of eight businessmen deposited \$450 in a local bank to cover any loss if the experiment failed.

You know the rest. Walter C. Porter volunteered 70 acres of his

farmland—probably figuring that \$450 would be the best "crop" he had banked in years! Instead, by the end of the year he had made \$700 more than if he had followed his old practices.

Next, the Secretary of Agriculture and the Chief of the Bureau of Plant Industry visited the farm and recommended \$250,000 be appropriated to combat the boll weevil. After Congress came through with the money, the Bureau of Plant Industry assigned \$40,000 to Knapp to determine what could be done about "bringing home to the farmer on his own farm information which would enable him to grow cotton despite the presence of the weevil."

Jan. 27, 1904, W. M. Bamberg was appointed as agent to *hold meetings* in

towns along the Fort Worth and Denver Railroad. (Extension has been holding meetings ever since.)

That year other agents joined Bamberg—20 in Texas, 3 in Louisiana and 1 in Arkansas. They held approximately 1,000 meetings where 7,000 farmers agreed to hold demonstrations on their farms. Working 10 to 20 counties along the railroad line, these men were called "agents" and not "county agents." Today, they would be called "area" or "district" agents. So, Extension had "area agents" before "county agents."

Adolescence

Proof of the recognition of the value of Extension's early goal of helping people help themselves was the terrific private and local tax support in the South during the 1906-14 period before national legislation started appropriating annual funds. The General Education Board (John D. Rockefeller endowed) furnished \$1 million to extend Knapp's demonstration farm work, and more than \$1 million came from local businessmen, equipment companies, and tax units.

This funding plus limited USDA funds gave Knapp the opportunity he had been dreaming about—to start a network of USDA agents in each county of the Nation.

The first "county agents" were both appointed the same day—November 12, 1906. W. C. Stallings served in Smith County, Texas; Thomas Campbell worked in Macon County, Alabama, in cooperation with Tuskegee Institute.

Who was the first state director of Extension? Depends partly on how you define the terminology used to describe the job. Cornell University established an "Extension Program" in 1894 with a state appropriation, and named Liberty Hyde Bailey as



Weighing pigs was part of the job for Extension specialists in North Carolina in 1929.



The Smith County, Texas, Boys Corn Club and their crop thrived with the help of W. C. Stallings (bearded) — one of the first county agents in the United States (1909).

“director.” Illinois appointed Fred H. Rankin as the “University’s Agent” in “Institute and Extension” in 1902. Ohio made A. B. Graham “Superintendent” in 1902, but a separate “Department of Extension” was not established until 1909. Iowa named Perry G. Holden director in 1906. Kansas, Minnesota and perhaps others had directors at an early date.

1914: Extension legitimized

Extension was real and growing. But all of the state “parents” of Extension felt a need to “legitimize” their progeny to get it more support and recognition from the expanding subject-matter departments at the land-grant universities.

Aided by land-grant staff, Senator Hoke K. Smith, Ga., and Rep. Asbury F. Lever, S.C., presented the bill that made the Extension Service a legal educational arm of the U.S. Department of Agriculture. It was signed by President Woodrow Wilson on May 8, 1914. With this legislation, Extension became a nationwide system funded and guided by a partnership of federal, state, and local governments to deliver information to help people help themselves through the land-grant university system.

Initial federal funding was \$600,000 with an additional \$500,000 each year for the next seven. Federal funding for Extension in fiscal year 1975 is \$229 million. This is more than matched by state and county funds to support the Extension

programs carried on in agriculture, home economics, community development, and 4-H-youth by more than 16,000 professionals and 7,000 paraprofessionals, plus administrative support staff.

The forerunner of the present Extension Committee on Organization and Policy (ECOP) was the 1905 “Extension Committee.” The present name was stamped on the committee in 1915 as its duties were enlarged. The 13-member (plus the ES administrator *ex officio*) ECOP serves as the focal point and vehicle by which the Cooperative Extension Service system achieves a sense of common mission and purpose.

4-H: early hustlers

Parents and community leaders haven’t changed much. They’ve



The "Mulligan Stew" gang blow their horns for nutrition in the popular 4-H television series of the early 1970's.

been interested in developing their youth into responsible adults for a long, long time. But, about 1902, they seemed to start "putting it together" in a format that worked. Take your choice on which state was first—probably the one you live in! The records indicate:

In January 1902, A. B. Graham, superintendent of schools, Clark County, Ohio, organized a "Boys' and Girls' Agricultural Club." The program offered growing corn, planting a garden, testing soil, club meetings, visits to club members' plots, and an exhibit.

In February 1902, Supt. O. J. Kern, Winnebago County, Ill., organized a "Farmers' Boys Experiment Club" to promote improvement in rural schools. About 1903, the Texas Farmers' Congress sponsored the "Farmers' Boys and Girls League." In March, 1904, Supt. Cap E. Miller, Keokuk County, Iowa, organized a "Boys' and Girls' Agricultural Club."

In 1904, T. A. Erichson, Douglass County, Minn., spent \$20 of his meager salary as superintendent of schools to buy seed for one of the first corn-growing contests involving youth in that county. He later became its first state 4-H club leader. In 1906, more than 3,000 boys and girls were enrolled in agricultural clubs in Ohio. Girls' canning clubs originated in Aiken County, S.C., in the early 1900's.

The first boys' and girls' demonstration clubs under USDA sponsorship appear to be those started in Holmes County, Miss. in 1907. Organized by W. H. Smith, 82 members exhibited corn at a local fair. Smith became nationally known as "Corn Club Smith."

4-H was not always 4-H! The first emblem design was a three-leaf clover, believed used originally by O. H. Benson in 1907 or 1908 and standing for head, heart and hands. In 1911, Benson suggested that the fourth "H" should be "hustle" and the 4-H design was adopted. Later, O. B. Martin is credited with suggesting that "health" replace "hustle", and the 4-H emblem has

stood for "head, heart, hands and health" ever since.

Knapp initiated the National 4-H Camp in Washington, D.C., in 1910 when he promised a free trip to Washington to the club boy with the best corn yield in Mississippi. Following that lead, sponsors in South Carolina, Virginia, and Arkansas made the same offer, and the four winning boys visited the White House and received diplomas from "Tama" Jim Wilson, then Secretary of Agriculture. In 1911 and succeeding years, attendance grew until the camp became official

in 1927.

Today, two non-government organizations coordinate private support to 4-H nationally and assist Extension Service with programs: The National 4-H Service Committee, Chicago, formed in 1921, and the National 4-H Foundation, Washington, D.C., founded in 1949. The first National 4-H Congress was in 1922. Plans are now underway to unify these organizations as the National 4-H Council.

The first International Farm Youth Exchange (IFYE), now International 4-H Youth Exchange, was

conducted in 1948. Since that beginning, 3,500 U.S. youth have visited 76 countries, and 4,000 foreign youth have come to the United States. The 4-H Foundation started helping with this program in 1951.

Help for homemakers

"Our efforts heretofore have been given in aid of the farm man, his horses, cattle, and hogs, but his wife and girls have been neglected almost to a point of criminality. This bill provides the authority and the funds for inaugurating a



Extension Editor Louis True got his story in 1938 by interviewing a farmer "on location" in an oat field.



"Showing how" in Afghanistan—a U.S. Extension specialist on the job in 1958.

system of teaching the farm wife and farm girl the elementary principles of home making and home management, and your committee believes there is no more important work in the country than is this".

Congressman Lever made these comments as he cosponsored the Smith-Lever Act in 1914 stressing its home economics feature.

But, like county agents, home demonstration agents had not been waiting for legislation to give them a go-ahead. Their record shows:

—Ella G. Agnew was appointed on June 3, 1910, by USDA as the first county home demonstration agent. Actually, she served three Virginia counties — Chesterfield,

Halifax, and Nottoway.

Marie S. Cromer, after working with girls' canning clubs, became a home demonstration agent on August 16, 1910, in Aiken County, S.C.

Annie Peters, Boley, Okla., and Mattie Holmes, Hampton Institute, Va., joined the growing ranks in 1912.

First county home demonstration agent in the West was Amy Lyman, appointed to Sanpete County, Utah, on July 29, 1913.

The farmers institutes also advertised programs "especially for women." A typical program included home sanitation; kitchen equipment; house furnishings; home decoration; preparation of starchy foods, quick breads, and pastries;

and use of leftovers. In 1915, 335 home economics schools were held for 21,000 farm women in Arizona, Indiana, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, West Virginia, Wisconsin and Wyoming.

"Reading courses" for women were offered during the 1890's in Michigan, New Hampshire, Connecticut, New York and Pennsylvania. These courses included "household economics," "story of germ life," "what to eat and how to serve it," and a "study of child nature."

Mobilizing for World War I

The Federal War Emergency Fund was a boon to home demonstration agents. They were often the only ones left in the field and became an effective part of the U.S. effort—*Food Will Win the War*.

By June 30, 1918, 2,435 counties had agricultural agents and 1,715 counties had home demonstration agents assisting USDA efforts to increase wartime production of agricultural commodities.

Many county agents went into active service. Those who stayed on the job joined a nationwide effort to mobilize farm labor, putting into practice the best methods of increasing food production and conservation.

Extension agents also took an active part in the Liberty Loan and war savings campaigns and the Red Cross. However, when the emergency war fund expired on June 30, 1919, lack of financial support cut the number of home agents to 699 by 1921.

Depression days

Farmers were the first group to feel the pinch of the Great Depression, when production exceeded demand and the United States didn't have the export grain market that farmers now enjoy. County agents switched their emphasis to helping farmers with marketing techniques, including cooperative marketing of



EFNEP nutrition aides bring health and hope to low-income families.

grain, milk, livestock, and fruit and vegetables. Co-ops started to supply farmers the fuel, feed, and agricultural chemicals they needed.

USDA selected Extension to explain and interpret the new agricultural agencies and government action programs of the early 1930's to farmers and ranchers, helping them dig out of the Depression.

During those lean years, the home agent expanded her field from garden and food production and preservation to teaching home and money management, and other useful skills for homemakers.

In June, 1936, a group of Extension homemakers met at USDA in Washington, D.C., and—you guessed it—organized! They formed the



The trip from farm to processor was made easier and safer in 1920 by Extension know-how.

National Extension Homemakers Council (NEHC) to support and extend Extension's adult educational efforts in family living.

NEHC now numbers 600,000 and recently published the successful *Treasure Trails of the U.S.A.* for the Bicentennial year.

World War II and the nifty fifties

In early 1941, the Extension Service took on a key role in the "Food and Feed for Family Living" campaign of the National Defense Program. "Victory gardens" became fashionable both on farms and in city backyards, while 4-H'ers conducted scrap metal drives to help the war effort. Home demonstration agents stressed food conservation, and village, town, and city women joined the uniform-clad Women's Land Army to harvest vegetables and fruits.

When World War II ended and surpluses began to plague farmers



and ranchers, Extension again evolved programs to meet the needs of people.

County agents learned a new "language" as they carried new research information from state specialists to the farmer. New subject matter included selective herbicides which would leave a corn plant unharmed but kill all the broadleaf weeds around it; insecticides so strong a few ounces or pounds would protect an entire field; and feed additives that at a rate of a few milligrams per day, increased livestock gains and feed efficiency.

Serving commercial agriculture became more than a full-time job, and Extension began placing "subject matter specialists"—better trained for tomorrow's technology—in "area offices" to serve several counties.

By the fifties the 4-H Club program had added a new phase, now called "special interest groups"—one of the fastest growing areas of 4-H work today. Volunteer local leaders determine much of the success of Extension youth programs.

MAY-JUNE 1976



4-H'ers at the fourth national club camp in Washington, D. C., pitched their tents near the USDA Administration Building. (June 1930)



Local leaders planned community improvements for Butler County, Kentucky, in the 1950's.



On a spring day in 1932, Virginia 4-H'ers watched a culling demonstration at an outdoor meeting.

Recognizing rural development

While those early “county agents” in Texas and other Southern states were prolonging the reign of King Cotton by introducing educational information to combat the boll weevil, they were also doing “Community Development” work. Only it didn’t go by that name. That came later.

In 1918, West Virginia Extension published a circular—*Focusing on the County Community*—to guide county agents in channeling all types of educational assistance to rural people. The victory gardens of the early forties were another form of community development. Hundreds of these original single-purpose organizations expanded into multi-purpose organizations, including cooperatives.

But it wasn’t until 1955 that the term “Rural Development” (RD)

was stressed by Under Secretary True Morse of the Department of Agriculture. He initiated pilot programs in several counties. These community efforts helped farmers with limited and diminishing farm income opportunities. By 1961, 250 counties had pilot programs.

An expanded program started in the early sixties. Called Rural Areas Development, it focused on total community concerns. Congress first approved special funds for Extension to carry out this work in 1966. RD was mentioned in legislation for the first time in Title IX of the Agricultural Act of 1970. Title IX established RD as a national goal and as a mission of USDA. The first exclusive RD legislation was enacted in 1972, with Extension accorded a specific role in Title V of the Rural Development Act.

So, although it’s often regarded as the “new kid on the block,” rural development education can trace its

roots to the earliest days of Extension.

The sixties . . . and what is EFNEP?

The economy stayed strong in the sixties as the United States became involved in the “cold” war which turned hot in Vietnam. Surpluses gradually disappeared and agriculture returned to a “free market economy” with less and less grain in government bins.

Surveys showed relative prosperity, but many rural and urban families had neither the chicken nor the pot to put it in. Unaware of their nutritional needs, they didn’t know how to properly buy or prepare food. Deciding that a country with our resources should feed everyone adequately, Congress appropriated \$50 million a year to teach low-income people how to select and prepare food correctly.



A county agent and farmer pause to ponder the 1925 potato crop prospects in Oregon.

USDA assigned the Extension Service leadership for this new effort called the "Expanded Food and Nutrition Education Program" (EFNEP). Conducted by the home economics and 4-H staffs at the state and county levels, the key element of EFNEP was the training of paraprofessionals (aides) in selected communities to make one-to-one contact with people needing help. EFNEP has enrolled 1,234,000 families in 6 years (1969-75), making it the biggest shot in the arm for Extension home economics since home demonstration agents started driving from door to door in a Model T Ford.

Mulligan Stew served media style

Extension philosophy has always stressed the merit of "teaching the

pup" as well as "trying to teach old dogs new tricks." National studies indicate that eating habits and nutritional knowledge of teenagers could stand great improvement. Since youth spend a lot of time watching television, Extension Service-USDA, in the early seventies funded and produced six 30-minute programs on nutrition for TV called *Mulligan Stew*.

Programmed-learning comic books were prepared and made available to accompany viewing and were tied in with classes in schools where possible. During the first years on the air, more than 300 commercial and educational TV stations used the films and approximately 6 million youth signed up to use the workbook. In addition, millions saw the programs but had no contact with Extension agents.

In 1968, the first nationally developed 4-H series featuring photography preceded *Mulligan Stew*.



Network radio reached large farm audiences with the "National Farm and Home Hour" from 1928 to 1960.



Local farmers flocked to this 1935 growers' market set up by Extension in Muscogee County, Georgia.

Extension goes international

Not content with spreading its people program from "sea to shining sea," Extension went "international" long before the Office of International Extension (OIE) was formally established in 1966.

Thirty-six foreign women and men learned "improved farm practices and Extension work" in 1944. From 1945 through the mid-1950's, Extension-type staff — both military and civilian — helped wartorn na-

tions rebuild their agriculture through the Marshall Plan.

Beginning in 1955, the Agency for International Development (AID) began contracting with land-grant universities for longer range agricultural development, with 35 schools participating.

Since 1966, 125 Extension women and men have served through AID Missions. One of International Extension's newest projects is a pilot test on teaching family planning

education.

Since that beginning in 1944, every state has helped train some of the 4,900 Extension workers from 100 developing countries — plus 17,700 non-Extension staff whose jobs relate to Extension education.

Today, with a world population of 3.5 billion expected to double by the year 2,000, the need for Extension assistance in developing countries was never greater.



In a 1969 U.S. Extension workshop, women from developing countries learned skills to teach others at home.



Pennsylvania county Extension agents brought animals into the studio in the mid-50's to liven up telecasts.





Extension women have always been "liberated"—this home demonstration agent fixed her own flat.

Extension is COMMUNICATIONS

"...to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics and to encourage the application of same."

These are the most important 30 words in the entire Smith-Lever Act. That's what the Cooperative Extension Service is all about . . . reaching and teaching people.

How does an Extension staff "dif-

fuse among the people . . . useful and practical information?" Mostly by communications — oral — visual — written — and face to face.

Oral communication seems to come naturally to most people in Extension! Holding meetings and demonstrations soon develops oral ability and missionary fervor that has been an Extension trademark since the days of the old master Seaman Knapp—who was also a Methodist minister on weekends.

Visual aids, publications, and

mass media communications in Extension got their greatest impetus from Reuben Brigham who became the first Extension editor of Maryland in 1913. He was called to the Washington office of Extension in 1917 to develop an editorial and visual aid service for Extension editors. Since many states had no editorial offices, he helped initiate many of them. He stressed the need for this separate unit of administration to work with state specialists in preparing educational material for



Hand dusting was "pest management" for this South Carolina tomato patch in 1932.

county agents to use with their clientele. He set standards of professional quality to help the mass media extend the Extension message. In 1930, Brigham and his assistant and successor, Lester A. Schlup, founded the *Extension Service Review*, developing it into a nationwide exchange of good teaching ideas among agents.

Brigham sought and secured Extension participation in the then powerful *Farm and Home Hour* of the National Broadcasting Company (NBC).

Schlup headed the national Extension communications program from 1941 to 1958, conducting a strong training program with state staffs.

Today, state Extension communications staffs, following in the footsteps of Brigham and Schlup, attend regional and national workshops for professional improvement and cover the Nation with

useful information through contact with the local media.

Administrators of Extension Service-USDA

The "States Relations Committee" was the first official name of the present-day Extension Service headquarters from July 1, 1914, to June 30, 1915, with A. C. True, chairman. The name was changed to "States Relations Service" from July 1, 1915, to June 30, 1923, with True as director.

On July 1, 1923, the Extension Service was set up as a separate USDA agency, with C. W. Pugsley, Asst. Secretary of Agriculture, serving as the Acting Director of Extension work.

C. W. Warburton followed Pugsley, serving 16 years as Director of Extension Work from September

24, 1923 to January 31, 1940.

One of the directors of Extension work who had great influence on the growth and development of the organization was M. L. Wilson. He served as Director during the World War II years and recovery period—February 1, 1940, to January 21, 1953. Wilson, an early Extension worker in Montana, became one of President Franklin D. Roosevelt's farm policy advisors. In 1934 he was appointed Assistant Secretary of Agriculture, and in 1937 became Under Secretary of Agriculture.

C. M. Ferguson, from Ohio, became Director of Extension Work for USDA on January 22, 1953, with his title changed to Administrator of Federal Extension Service in December 1953, under a reorganization of the Department by Secretary Benson. His years as Administrator brought increased appropriations for



Crisp white caps were uniform-of-the-day for this 1917 Maryland 4-H sewing club.



Community canning was a mother-daughter project. (1918)



Refinishing furniture was a favorite 4-H project in 1928.



An Extension agronomist and a group of Maryland farmers discussed seed treatment in 1926.



A North Carolina tobacco wagon train stopped on the way to market for inspection by the county agent in 1924.



A Florida homemakers club plucked 200 pounds of chicken to sell as a co-op order. (1935)

farm and home development programs and rural development efforts. His leadership in FES was recognized by Secretary Benson with his promotion to Assistant Secretary in 1960.

P. V. Kepner came to Washington from Cornell University in 1942, serving as Extension economist, assistant to the Director, and Deputy Administrator before becoming Administrator on September 29, 1960.

E. T. York, Jr., at age 37 the youngest FES Administrator, served from April 1961 to May 31, 1963. He became Vice President for Agricultural Affairs at the University of Florida, and is currently chancellor of the Florida State University System.

Lloyd H. Davis, a former marketing economist, Associate Extension Director, and FES Deputy Administrator, became Administrator in 1963 and served until January 14, 1970. Davis is now Executive

Director of the National University-Extension Association in Washington, D.C.

Edwin L. Kirby became Administrator on January 15, 1970. In March 1970 the agency returned to its earlier name, "Extension Service," dropping the word "Federal." Kirby came from the Ohio Cooperative Extension Service to become Associate Administrator of FES in 1969. After becoming Administrator, he was recognized by USDA with the Distinguished Service Award for leadership in balanced programming and other Extension endeavors.

Dynamic future . . . the seventies and beyond

Extension Service is 62 years old in 1976.

But is Extension today still filling the important function of providing the people with information they

want and can get nowhere else?

Let's look at the recent record:

- With Extension agricultural agents and state specialists, known for their ability to quickly introduce new techniques and new programs throughout this country, Extension Service is giving national leadership to the multimillion-dollar USDA pest management program and training of pesticide applicators.

- Inflation . . . recession . . . high cost of living. You name it. The seventies have it. Millions of consumers all over the country are dealing with social, economic, and technological changes. They know that Extension home economists in 3,150 counties can help them with factual, unbiased information on family living.

- Communities—even small ones—must make multimillion-dollar decisions about their future.

Extension educational assistance has helped people make thousands of these decisions. In fact, Extension assisted in more than 50,000 different community projects in 1975-76. Community leaders and local officials are asking for, and receiving, Extension help in developing leadership, improving organization, streamlining decisionmaking structures, setting goals and solving problems.

- The present Extension 4-H program reaches nearly 5 1/2 million youth a year and has been copied throughout the world. Recent grants of \$7.5 million to reach low-income youth through EFNEP and \$7.5 million to involve youth in community development continue to expand 4-H to meet the changing needs of today's youth.

There are many other examples of service to people and strengths of Ex-



A pilot program in "rural development" recognized the problems of rural towns like this one in the mid-1950's.



Food as "ammunition" to win the war was shown at this 1918 Vermont Extension exhibit.

tension Service that you can add from your own experience and the programs of Extension in your own state.

The World Food Conference in Rome in 1974 ushered in a new era for Extension. The focus of the conference on the food needs of the world in the upcoming decades accompanied the evaporation of grain surpluses as bad weather in Russia coincided with increased food demands.

Related to the increased demand for food have been soaring inflation, record prices for farm products,

record costs of production, and record welfare programs, including increased distribution of food stamps. Food is an important commodity in U.S. world trade, cited as a key factor in world peace, and is basic to the health and nutrition of people here and abroad.

No question about the future of Extension in a dynamic era! The United States and the world are fortunate that Extension staffs have the experience and maturity to help fill present and future **needs of people.**□



The Knapp Arch

On June 16, 1934, President Franklin D. Roosevelt signed a resolution of the 73rd Congress designating the arches connecting the USDA Administration Building with the South Building as memorials to James Wilson, Secretary of Agriculture, 1897-1913, and Seaman Knapp, father of the Extension Service. These were the first monuments in Washington, D.C., to honor accomplishment in agriculture.

Epsilon Sigma Phi, national Extension honorary fraternity, which

worked for the resolution, installed bronze memorial tablets.

Recently modernized, the Knapp Arch remains a tribute to its namesake and to Extension. In a glass case stands the trophy cup presented to Knapp by his coworkers in 1910, and a gavel made of wood from the Porter farm, Terrell, Texas, the birthplace of farm demonstration work. A portrait of Knapp hangs on one wall, and lighted color transparencies depicting agriculture, home economics, 4-H, and rural development line the opposite wall. □

The man and his monument . . . Seaman A. Knapp and the Knapp Memorial Arch at the U.S. Department of Agriculture in Washington, D. C.



